



EARLY CHILDHOOD & FIRST THINGS FIRST The Messages.

FIRST THINGS FIRST Our Brand, Our Messaging

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Our Guiding Principles

Accountability is Achieved

- By establishing and tracking key measures of early childhood development and health system improvements
- By ensuring a rigorous, independent evaluation of the service delivery system and its outcomes



Supporting Families

Families raise children. First Things First, along with its partners, support families.

Parents and families are central and critical to a young child's development. Children's health, development, and overall well-being depend upon the care, nurturing and education provided by their families. Research has confirmed that early relationships are the primary influence on brain growth and neurophysiologic development.



Healthy Children

It adds up: Healthy children = ready to learn, ready to succeed.

The science of human growth and development tells us that high-quality health care and adequate nutrition before and after birth are fundamental to promoting healthy child development.



Early Care & Education

First Things First supports all Arizona families and values its vital importance in a child's life, and support families having the best choices for where a child spends their day.

The experiences of early childhood -both positive and negative -have a lasting impact and lay the foundation for a child's future success. This is why access to quality child care and preschool (early care and education) is such a priority for First Things First.





If you want
to grow the
economy –
invest in all
kids!

Investing in
children from
the very
beginning
makes
economic
sense.





Dollars invested
in our youngest
children have
the largest rate
of return.

A competitive workforce reduces crime, strengthens economic growth, creates more jobs and increases global competitiveness.





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